

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary Public

Date: 11/22/2011

GAIN Report Number: CH11634

China - Peoples Republic of

Post: Guangzhou

Pearl River Delta American Wine Import Association successfully convened its first member meeting of 2011, January 18, 2011

Report Categories:

Wine

Approved By:

Jorge Sanchez

Prepared By:

Jericho Li

General Information:

ATO/GZ and staff joined the Pearl River Delta American Wine Import Association on Jan 13th. Over 20 companies' representatives participated in the meeting including the owner and director of Guangzhou's newly established American supermarket Safe Max. ATO/GZ director provided updates and shared ideas discussed in the Board of Director's meeting. Safe Max's participation was crucial to the meeting as the supermarket had not yet imported American wine. American wine importers are welcome to enter Safe Max for wine selling with no entrance fee charged to them. California Wine Institute Regional Director Eric Pope's attendance was also significant since many of the members import wine from CWI-member vineries and felt that they had been neglected by CWI in the past.